

# Colleges and Universities Purchasing Green Power

## *A New Student Movement Takes Hold*

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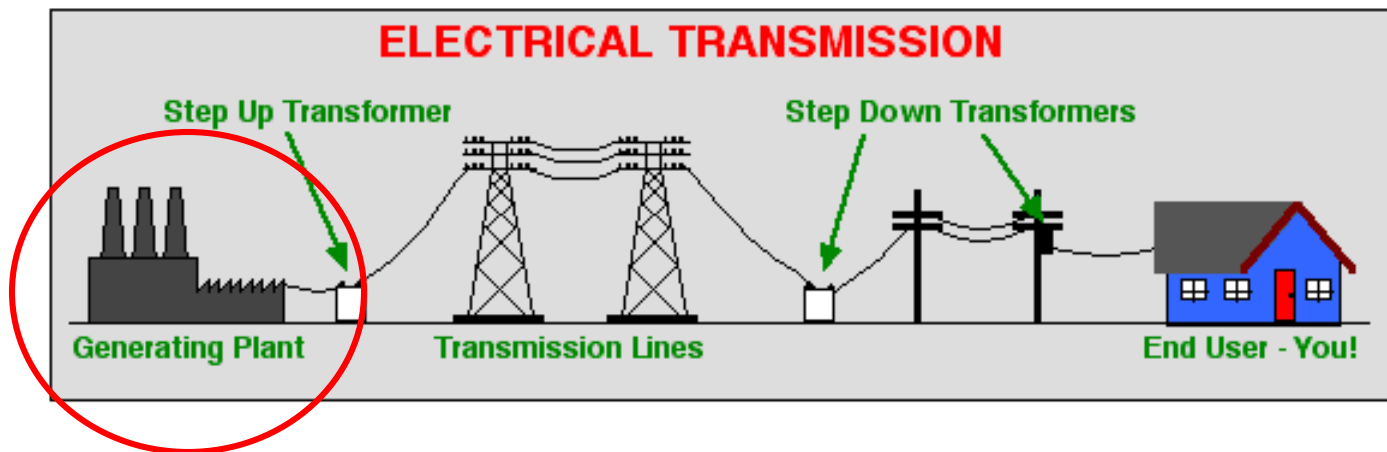
October 5, 2004

National Green Power Marketing Conference

Albany, New York

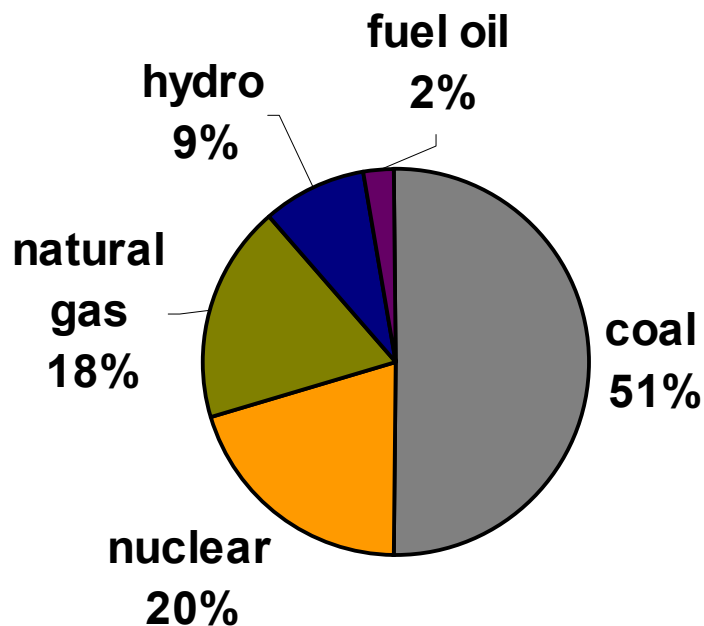
# Electricity and your school

Your school is an end-user, just like any other customer, but bigger, so it has more options.



# U.S. Electricity

**2002 U.S. Electricity Mix**



(Edison Electric Institute, 2002)

- ◆ Most of our electricity comes from coal, nuclear and gas-fired power plants.
- ◆ You can choose to purchase some or all of your electricity from cleaner sources!

# Health and Environment

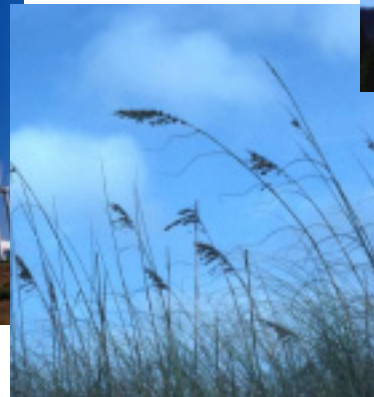
Effects from fossil fueled electricity generation include:

- ◆ Air pollution/smog
- ◆ Increase in climate change gases
- ◆ Increased lung disease and asthma
- ◆ Mercury poisoning
- ◆ Acid rain
- ◆ Radioactive waste and increased risk of nuclear accidents




# “*Green* power” = clean power

Renewable energy (green power) can be generated from solar, wind, biomass, geothermal, and small or low impact hydropower projects.

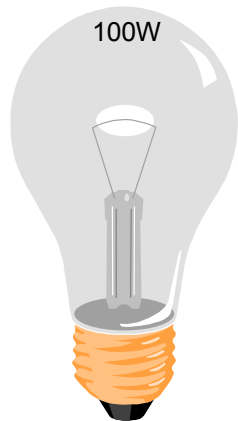


# Measuring your electricity use

- ◆ Watts  (kilowatts, megawatts)
- ◆ kW measures **power** - *rate* at which energy flows (rate of water flowing through a pipe).
- ◆ Multiply rate of energy flow (kW) by a time period (hours) = kWh (*amount* of water falling through the pipe in a given time period).
- ◆ kWh measures amount of **energy**.

# Measuring electricity

If you have a 100-W bulb on for 10 hours, you will use  $(100 \text{ W} \times 10 \text{ hr})$  1000 Wh or **1 kWh**.



Typically, electricity costs  $\sim \$0.08/\text{kWh}$

# Why this panel?

- ◆ Colleges and universities are making their voices heard!
- ◆ One way to educate people and also lower prices for green power is DEMAND by large customers.
- ◆ National trend is making schools leaders in green power purchases → more sustainable communities.



# The National Movement

## *Join us!*



### Today's agenda

- ◆ What are green power options for your school?
- ◆ How much does green power cost?
- ◆ Success stories - other schools switched to green
- ◆ Where are resources to help you sign your school up for green power?
- ◆ Q&A

Web cast participants, please email your questions